



## MONTHLY BULLETIN

Official Publication of the MICHIGAN SOCIETY OF ARCHITECTS

### MSA PRESIDENT'S REPORT

by Dick Slocum, AIA

The goals and objectives of the MSA are beginning to have some substance. So far this year we have employed a new executive director, began the restoration of the Beaubien House front and, thanks to the members of the Masonry Institute of Michigan, we also have a new courtyard wall.

Bob Greager, AIA, reported to you last month on the status of the joint efforts by the MSA, the CEC/M, and MSPE to pass legislation for the selection of A/E services. I am extremely pleased that we are able to carry on an open dialogue with the engineers and that brings up my next point. A broader base for governmental affairs.

"THE LANSING CONNECTION" as proposed by our Past Presidents Advisory Council, would enable us to join with the engineers in matters concerning the lobbying for A/E interests. Tom Kane, AIA, will represent the MSA board and chair a committee which will include Paul Bowers, FAIA; Bruce Smith, FAIA, and Les Tincknell, AIA. Their task will be to define our goals and involvement in such an association with the engineers, both in dollars and in manpower. It is our intention and hope that a recommendation will come from this committee for implementation at our annual meeting in October.

### FREE INVESTMENT ADVICE

by Dennis King, AIA  
Detroit Chapter President

With the approval of MSA President Dick Slocum, I would like to address this month's column to everyone in the Michigan Society of Architects. This is an important message that will absolutely affect

your future in architecture. Please read on.

Think back two short years ago to 1982. That was the year we experienced the bottom of our recent economic recession. It was not a good year for the business of architecture. For many of our membership, business still has not returned to a tolerable level. And there is the rub. For all too long, we architectural professionals have been all too willing to suffer the ups and downs of our free enterprise system, without a fight.

We've shrugged our shoulders, suggesting that there is nothing we can do. We've invented jokes to poke fun at our inability to deal effectively with our chosen careers. We've excused our poor business acumen, arguing that sensitive artists cannot be expected to enjoy the dull routine of negotiating equitable contracts. We've copped out, again and again.

This year we finally have an opportunity to begin to take some positive steps toward a successful future for our profession. For example, at the National AIA level, we resolved at the Phoenix Convention that the establishing of a fair return on architects' investments in their practices and the establishment of fair compensation for employees is to be a major AIA issue of the 1980's.

Of more immediate interest is the MSA 69th Annual Convention which is dedicated to improving our abilities and expanding our opportunities to be better business people. The theme, "BACK TO BUSINESS," will be expressed through all of the many valuable, interesting and beneficial programs that have been specifically selected to provide you with new information, new insights and new skills. Starting now, we will all begin to prosper. No more jokes about practicing architecture until the money is all used up.

So, please accept my personal invitation to join us in Detroit at

The Westin Hotel, Renaissance Center, on October 24th-27th for the revival of our profession. You will find a very high return on your investment of time. What have you got to lose? I think you already know.

### ASSOCIATE & STUDENT DIRECTORSHIP MSA BOARD

At the August 3, 1984 Business Meeting of the Michigan Society of Architects Mid-Summer Conference the addition of an Associate Member and Student Associate Member to the MSA Board of Directors was approved by the membership.

According to the amendment to the MSA Bylaws the election for the office of Associate Member Director shall be held at the business meeting held in conjunction with the Annual Fall Convention of the Society. This will be on Thursday, October 25th at 8:00 a.m. at the Westin Hotel. Nominations for this position shall be made from the floor by any associate member in attendance. Voting will be by secret ballot of associate members present. Election will be by plurality of votes. Term of office is one year.

The Student Associate Director shall be appointed by the regional officers of the ASC/AIA region including Michigan.

For more information contact Richard Glissman, AIA, Secretary MSA, at (313) 764-2453 or Rae Dumke, Exec. Dir. at (313) 965-4100.

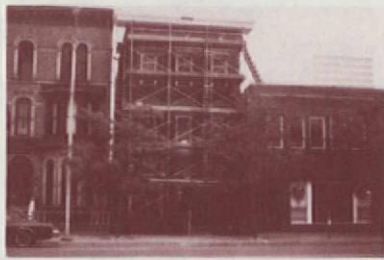
### MID-SUMMER WRAP-UP

by Graham Dickens, AIA

Now that we have returned from Mackinac Island and the exquisite festivities at the Grand Hotel, I would like to thank all of you who

attended for making it such a successful and enjoyable event and, for those of you who were unable to attend this year, I would urge you to attempt to place it on your calendar next year. The elegant surroundings of the Grand Hotel made an excellent foil for the ludicrous surroundings of the Grand Hotel on the front lawn by Messrs. Williams and Castle attempting to generate ethnic warfare by having the English challenge the Italians at bocci ball; I might add that there wasn't one Englishman on the English team. Bruce Patty, First Vice President, AIA, attempted to ride through the swimming pool lawn on an antique rocking horse; and yours truly attempted to play golf, much to the annoyance of the worshippers in the little stone church who were bombarded with my attempts from the 9th tee. On one occasion, I actually hit the church and three or four members came out to see what the noise was; whereupon one of the local inhabitants, a rather large and overweight seagull, attempted to pick up my golf ball and carry it off. Presumably, he had enough. These events and others, such as our illustrious executive director being doused with a tray of dregs; Jim Mason attempting to consume a strawberry cake through the pores on his face, and your chairman being carried bodily across the swimming pool, provided a measure of comic relief for participants and spectators alike. Fortunately, these events and others like them were offset by the magnificence of the food prepared for all events, including the president's cocktail party on the west porch, and especially the cocktail party on the tea lawn followed by the steak cookout.

These truly were testaments to the ability of the hotel to provide their longest running convention with the kind of service, style, and expertise that is normally reserved for the very few.



I hope you will all join me in assisting Norm Hamann and his committee as he prepares for next year's conference.

## BEAUBIEN HOUSE PROGRESS

Restoration of the front facade has begun at the Beaubien House. The MSA staff is finding out first hand what it's like to work with architects, contractors and subcontractors as well as being a client. Osler/Milling of Ann Arbor is the architect and the general contractor is George W. Auch Construction Co. of Detroit.

The rear courtyard has been constructed thanks to the wonderful guys at The Masonry Institute of Michigan. During a hot weekend in July, over 20 volunteer brick masons turned out to erect the 9' rear brick wall. The team was headed by Floyd Nixon, Executive Director of the MIM, and Robert F. Ebeling of Ebeling & Hicks, Inc., and former MIM trustee. The volunteer labor was estimated at over \$8,000 and the 7,000 bricks were donated by Glen-Gery Corporation. Other material contributors included Brick Craft, Inc., Concrete Products Guild of Michigan, Fendt Builders Supply, Inc., St. Marys Wyandotte Cement Inc., The Boomer Company, Monte Costello Inc. and Navetta Mason Contractor.

Bricklayer volunteers were Jerome Pienkowski, James Burns, Robert Buffa, Joseph Fournier, William Fontanive, Robert Gassell, Donald LeMarbe, Carlo Martina, Fred Nichols, Jerry O'Malley, Sam Palazzolo, Frank Pierfelice, Richard Radgowski, Charles Regan, Robert Wilson and Howard J. Hicks.

The photos above will give you a good idea of progress to date. By the time the MSA Convention is across the street, we will be ready for inspections. See you then.

## HOST CHAPTER PARTY AT MSA CONVENTION

by James Pfaendtner, AIA

Brush up on your handicapping skills or just trust to luck in preparation for the Host Chapter Party at the 69th MSA Convention on Thursday, October 25, 1984.

An open bar cocktail and hors d'oeuvres reception at the beautiful Windsor Art Gallery will be followed by a buffet dinner and a night at the races in the closed grandstand for cocktails at the Windsor Raceway.

Pay by credit card or Canadian money since the track does not handle exchange rates on American money. However, when you bet in American money, you receive American money in return if you are a winner.

Buses will leave the Westin Hotel at 5:30 p.m.; arrive at the Windsor Art Gallery for cocktails from 6:00 to 7:00. Post time at the track is 7:45.

Since these events are being held in Canada, it is essential that you have proper identification with you such as birth certificate, voting registration, immigration cards, and passport.

We believe the evening will be interesting and exciting. Participation is not limited to registered convention members so invite your friends and join the party. We promise you will have a good time.

## DETROIT CHAPTER ASSOCIATES NEWS

by Art Smith, AIA, Chairman

The June post-exam celebration party at the Beaubien House was a fantastic conclusion to our ARE Seminars. We had a fine turnout. Were you there? If not, you missed a wonderful evening. Gratitude and sincere appreciation go out to James Marusich and Dennis Robare for their coordination ef-

forts along with Rae Dumke and the MSA staff who helped make it all possible.

On another subject of Associate opportunity, the July office tour of Sims-Varner Associates was the most organized and well presented this year. To say the least, it was a missed opportunity for those who didn't attend, although Sims-Varner expressed the desire to give all interested individuals a tour of their impressive office. For information contact Clarence Johnson at 961-9000.

Our next office tour will be held at the offices of Giffels Associates in Southfield, Thursday, September 26th, at 6:30 p.m. Space is limited, so make your reservations by September 23rd. Don't miss the opportunity — come out and participate. I hope to see you there!

All of the Associate members who want to stand up and be counted or that want to make an impact in their Chapter should plan to attend the Annual Chapter Meeting on Thursday, October 11, 1984. The membership of the Detroit Chapter will have the opportunity to amend the Bylaws to include an Associate member as a Director on the Detroit Chapter AIA Board of Directors. Be sure to attend the annual meeting at LIT and vote on the 11th. For further information call 965-4100. Let's get involved and make an impact. The future of the Chapter is in our hands. Get involved and make the most of this opportunity! The future is now!

## ARCHITECT TO ARCHITECT

An Audio Cassette Program

The Detroit Chapter, AIA, has purchased four Architapes from national AIA. Tapes will be available to Detroit Chapter members on loan for \$5.00 for 10 days.

The 90-minute Architape topics are "How to Establish a Successful

Practice," "How to Develop Your Own Projects," "CADD: A Candid Discussion of Survival and Profitability for All Firms," and "Marketing for Success."

For information, contact Ruth Malcolm at (313) 965-4100.

## SO YOU'RE READY TO RETIRE AND SETTLE DOWN TO THE GOOD LIFE


(Continued from August issue)

If an architect improperly designed a roofing system in November of 1979 and the claim for damage is brought in February of 1980, there would be no coverage under "A" because the occurrence happened before the policy period. On the other hand there would be coverage under "B" because the "claim" was made within the policy period.

By now you're asking yourself: "What does all this have to do with an architect or engineer leaving the profession or transferring employment to another firm?" The answer is simple. If you do not make sure you are a named insured on a policy for a sufficient period of time after separation from the business and understand which type of coverage (A or B) is provided under the policy of insurance, you may be facing a substantial and possibly colossal law suit without insurance protection. If the defense is lost and a verdict or award is rendered, all your hard earned assets are in jeopardy.

There are certain safeguards which you should consider in order to prevent this potential catastrophe.

If you plan to retire in the very near future and you intend to sell your interest in the firm, whether it be a professional corporation, partnership or sole practitioner it is essential that the agreement purchase contain a provision w



ranting that your name shall appear as a named insured in the firm's policy of insurance. Further, you must remain as a named insured for a period exceeding at least six (6) years after the "acceptance, occupancy or use of the last completed improvement" wherein you performed some type of design service.

Any claims arising out of an injury to persons or property made upon or after the sixth year anniversary date, at least in most cases would be abrogated.

If you have already retired your interest or have left a firm or partnership without securing the agreement, I would strongly recommend obtaining coverage now. It is my understanding that there are available policies of insurance which offer a special coverage for this interim period of time (6 years). These policies are generally at a more attractive rate.

Caveat: Before you calculate the number of years since your last design service in an attempt to make a decision relative to the discontinuance of insurance coverage, you should review with an attorney the class or type of client you have performed services for over the years. The purpose behind this recommendation involves the potential effect upon the application of the six (6) year Statute of Limitations if your client or class of improvement is of a type which may circumvent that provision. For example: An engineer performing design services involving sewer improvements for the United States Government may not be subject to the state Statute of Limitations. Thus the United States Government may choose to pursue the engineer even after the six (6) year period has passed. Therefore, it would behoove those design professionals who have performed services for the United States Government to consider extending their coverage even beyond the six (6) years.

A brief analysis of your legal exposure relative to the insurance coverage issue is a simple and expedient process which once accomplished will afford a contented retirement or ease of mind upon moving out of a corporate or professional relationship.

## UPCOMING MEETINGS & SEMINARS

The Institute for Construction Management is offering several courses beginning September 11th through November 13th. Topics include Architectural Estimating I, Architectural Construction Estimating II & III, and Construction Accounting Methods. For information contact ICM, at (313) 567-5500.

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On September 25, 1984, the Friends of Asian Art of the Detroit Institute of Arts will host architectural historian Prof. Robert Grant Irving, Associate Fellow, Berkeley College, Yale University. Dr. Irving will present an illustrated lecture "Fit for a King: Palaces of British India," exploring the great architectural and political forces that influenced the building of the palaces in British-ruled India.

The September 25th lecture will be held in the Lecture Hall of the DIA at 8:00 p.m. Admission \$3, Founders members \$1. For further information call the Dept. of Asian Art, DIA, (313) 833-1718.

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The Michigan Historic District Network will host a five-state regional meeting on September 28th-29th, 1984 at Eastern Michigan University's Hotsy Conference Center in Ypsilanti.

The fall meeting in Ypsilanti, titled "Commission Issues of the Eighties," is to further educate and inform members about historic district commission design review, administration, ordinance and rule

promulgation, and related public education issues.

The conference schedule will begin on Sept. 28th at 1:00 p.m. with a commission "Roundtable" chaired by representatives from the NTHP and the National Alliance of Preservation Commissions. Saturday will feature Keynote Speaker Frank Gilbert, Senior Field Rep with NTHP, presenting a lecture, "Is It Legal? The Constitutionality of Historic Preservation." The afternoon session will feature three concurrent panels.

For more information, contact Janet Kreger at the Michigan History Div., (517) 373-0510.

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The Michigan Society of Planning Officials will hold their annual conference at the Lake Superior State College, Sault Ste. Marie, MI, October 11-13, 1984. The conference theme: "The H<sub>2</sub>O Edge: The Wise Use of Our Freshwater Resources." Sessions will also focus on comparative planning/zoning in Ontario and Michigan. For information, write MSPO, P.O. Box 18187, Lansing, MI 48901; or call (517) 484-3333.

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The Facility Management Institute (FMI) will offer several programs at the Institute in Ann Arbor, and a special two-day executive forum in New York City featuring Peter Drucker.

The New York program is titled "Technology & The Managed Workplace," October 16-17; the Ann Arbor sessions are "Managing Today's Workplace," September 17-20; "Long Range Planning and Strategic Facility Management," November 12-15; "Impact of Office Automation on Facilities," November 27-30; and "Computer Aids to Facility Management," December 3-6.

To register for an FMI program, call Jinx Andrews, Program Coordinator, at (313) 994-0200 or write to FMI, 3971 Research Park Dr., Ann Arbor, MI 48104.

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### Western Michigan Chapter, AIA

Call Rae Dumke at MSA for information.

## PERSPECTIVE '84 UPDATE

The 1984 MSA convention begins at Perspective '84 — Saturday, September 15 at the Beaubien House, 553 East Jefferson, Detroit, Michigan. The lecture and symposium is devoted to the business of architectural practice and informally introduces the three-day "back-to-business" program for the convention in October.

Perspective '84 opens at 9:30 a.m. with a coffee and registration hour followed by welcome speeches from the president of Detroit Chapter/AIA, Dennis King, AIA, and the president-elect of the MSA, Robert Greager, AIA.

A morning mini-lecture series on the changing face of the profession follows, with talks given by Mary Margaret Munski, AIA, of the American Institute of Architects Affirmative Action Committee and Evie Asken, FAIA.

After a luncheon by local suppliers to the construction industry, the program continues with a symposium on profitable architectural practice moderated by Judy Miller, AIA, of the Miller Group. Panel participants include practicing architects and other professionals in accounting, law and marketing whose expertise has benefited successful architectural practices.

Perspective '84 closes with a wine reception immediately following the afternoon panel presentation. Registration fee is \$6.50 and includes lunch and reception. Make your reservations by returning the attached form along with your payment to:

The Detroit Chapter/AIA  
553 East Jefferson  
Detroit, MI 48226

before September 10, 1984.

For further information contact Lois Grant, Harley Ellington Pierce Yee Associates, (313) 354-0300.

To enter the Women in Architecture Professional Work Exhibit, send 35mm slides to Violeta Dumlao, Harley Ellington Pierce Yee Associates, 26111 Evergreen Road, Southfield, Michigan 48076, (313) 354-0300.



Women In Architecture

## DETROIT CHAPTER/AIA and THE MICHIGAN SOCIETY OF ARCHITECTS

PRESENT . . .

# Perspective '84

LECTURES AND DISCUSSIONS WITH  
PROFESSIONALS ON KEYS TO SUCCESSFUL  
ARCHITECTURAL PRACTICE

**SATURDAY, SEPTEMBER 15, 1984 AT THE BEAUBIEN HOUSE  
553 JEFFERSON AVENUE, DETROIT, MICHIGAN**

**COFFEE HOUR AND REGISTRATION AT 9:30 A.M.**

**REGISTRATION FEE IS \$6.50, INCLUDING LUNCH AND WINE RECEPTION**

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

PHONE \_\_\_\_\_

ZIP \_\_\_\_\_

FOR RESERVATIONS SEND CHECK OR MONEY ORDER PAYABLE TO DETROIT CHAPTER/AIA,  
THE BEAUBIEN HOUSE, 553 JEFFERSON AVENUE, DETROIT, MICHIGAN 48226

- ☐ AIA MEMBER  
☐ NON MEMBER

All payments must be received no later  
than September 10, 1984.

**BACK**

**TO**

**BUSINESS**



**MICHIGAN SOCIETY OF ARCHITECTS  
69TH ANNUAL CONVENTION**

**OCTOBER 24, 25 & 26, 1984 RENAISSANCE CENTER**

# Michigan Society of Architects 69th Annual Convention

The Westin Hotel, Renaissance Center, Detroit, Michigan  
October 24, 25, 26, 1984



## Wednesday October 24

- 8 AM-8 PM **MSA Convention Registration**  
(Exhibit Hall, Ontario Foyer)
- 8 AM-4 PM **MSA Exhibit Set-Up** (Ontario Exhibit Hall)
- 10 AM-12 N **MSA Board of Directors Meeting** (Joliet A)
- 12 N-2 PM **MSA Fellows Luncheon** (Marquette A)  
**MSA Dow Alumni Luncheon** (Marquette B)  
**Carol Coppage, Executive Director, Alden B. Dow Creativity Center Northwood Institute,**  
Midland, MI.  
"A Personal Retrospect on Alden B. Dow"
- 2-5 PM **Barry B. LePatner, ESQ.,** New York, N.Y.  
"Architectural Agreements, Compensation and Profitability" (Nicolet)  
**Jeff Corbin,** Traverse City, MI.  
"Design Sells - Looking As Good As You Are" (Brule)
- 5-8:30 PM **Exhibit Groundbreaker-Exhibit Rally**  
Open at no charge, Cash Bars, Munchies & Entertainment (Ontario)
- 9-11 PM **Beaubien House Open House**  
Sponsored by SMACNA  
Reception & Late Supper

## Thursday October 25

- 8 AM-3 PM **MSA Convention Registration** (Ontario Foyer)
- 8 AM-12 M **AIA/ASC Student/Associate Design Competition** (Nicolet)
- 8-10 AM **MSA Business Meeting** (Brule)  
**Continental Breakfast**
- 10 AM-12 N **Spouse/WAL Breakfast Fashion Show**  
Fashions by Gantos  
**James Stewart Polshek, FAIA,**  
New York, N.Y.  
"Recent Work, with Highlights of Michigan Work (Strohs Property)" (Cadillac)  
**Robert Benson**  
"Michigan Architecture" (Marquette)  
**Carson Business Systems:**  
**Stephen A. Gathings, VP**  
"Computer Aided Design" (Richard)  
**Detroit Edison Company: Ernest Hickson, PE**  
"Architectural Advantages in the Selection of HVAC Systems" (LaSalle)
- 11 AM-2:30 PM **Exhibit Floor Open**
- 12 N-2 PM **Exhibitors Luncheon on Exhibit Floor**  
(Ontario Exhibit Hall)
- 1:30-4 PM **Spouse/WAL Hiram Walker Distillery Tour**  
Windsor, Ontario
- 2-5 PM **Charles Merz, AIA**  
"The Detroit Connection" (LaSalle)  
**Gene DiLaura, FAIA/Louis Menk, FAIA**  
"Construction Administration" (Richard)
- 5:30-11 PM **Host Chapter Party**  
5:30 PM Buses depart hotel to Windsor, Ontario, have border ID available for Customs.  
6:00 PM Buses arrive at Windsor Art Gallery for reception & gallery tour.  
7:00 PM Buses depart for Windsor Raceway, Buffet Dinner & Horseracing; 1st bet on MSA!  
10:45 PM Buses depart Windsor Raceway for Detroit.

## Friday October 26

- 8 AM-3 PM **MSA Registration** (Ontario Foyer)
- 8-10 AM **Breakfast with the Exhibitors**  
(Ontario Exhibit Hall)
- 9:30 AM-4 PM **Spouse/WAL Meadow Brook Tour and Luncheon**
- 10 AM **Exhibits Close**
- 8-11 AM **AIA/ASC Student/Associate Design Competition Judging & Awards** (Nicolet)
- 10 AM-12 N **Facilities Management Institute of Ann Arbor** (Brule)  
**Carson Business Systems**  
Computer Aided Design (Richard)  
**Meteor Photo**  
"Photo-Graphs and Photo-Reproductions" (LaSalle)
- 12 N-2 PM **Governor Blanchard Address Luncheon**  
Reservations Limited! (Marquette)
- 2-5 PM **Professor James Reece, Group Chair, Policy & Control Dept., U of M School of Business**  
"Managing Design and Planning Firms" (Brule)  
**Neil Harper of Harper & Schuman, Inc.,**  
Cambridge, MA.  
"Computer-based Financial Management Systems for Architects & Engineers. Statistical Analysis of Opening Characteristics of Architectural Firms Nationally" (Richard)  
**Jim Pines,** Washington, D.C.  
"Negotiating Better Compensation" (LaSalle)
- 7-8 PM **President's Reception**  
Sponsored by the Supersine Company (Riverfront Foyer)
- 8-11 PM **MSA Honor Awards Banquet, Design Awards, Gold Medalist, Honorary Member & Hastings Award 1984** (Riverfront Room)  
**Michael Kirkland, MRAIC,** Toronto, Ontario  
Design Awards Jury Chairman

## Saturday October 27

- 8:30 AM-5 PM **Jim Pines, Washington, D.C.**  
"Negotiating Better Compensation, Continuing Education Workshop" (Marquette)

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## MSA Convention Exhibits

Exhibits will be open to those affiliated with the profession during regular exhibit hours at *no charge*. We do not request that you register with MSA prior to entering the exhibit floor. The exhibits will contain up-to-date information on products and professional services as well as professional, chapter and student exhibits.

Exhibits will open on Wednesday evening, October 24th at 5:00 PM with a mystery tour of the exhibit floor, live entertainment, door prizes, munchies and cash bars. A computer, compliments of Supersine Company, will be available at the entrance of the convention hall to tell you what products are being exhibited and where to find them on the exhibit floor.

On Thursday, October 25th, the exhibit floor will be open from 11:30 AM to 2:30 PM and on Friday, October 26th, the floor will be open from 8:00 AM until 10:30 AM. You may purchase tickets to lunch on Thursday or breakfast on Friday with the exhibitors.

This is an opportunity to invite your family and friends to see what the profession is all about - come and join us at the *Westin Hotel, Renaissance Center, Detroit, Michigan*.

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## Host Chapter Party at MSA Convention

Brush up on your handicapping skills or just trust to luck in preparation for the Host Chapter Party at the *69th MSA Convention* on Thursday, October 25, 1984.

An open bar cocktail and hors d'oeuvres reception at the beautiful *Windsor Art Gallery* will be followed by a buffet dinner and a night at the races in the closed grandstand of Windsor Raceway.

At the Raceway, for cocktails pay by credit card or Canadian money since the track does not handle exchange rates on American money. However, when you bet in American money, you receive American money in return if you are a winner.

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Since these events are being held in Canada, it is essential that you have proper identification with you such as birth certificate, voting registration, immigration cards, or passport.

We believe the evening will be interesting and exciting. Participation is not limited to registered convention members so invite your friends and join the party. We promise you will have a good time.

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## Spouse/WAL Events

The Spouse events for the *MSA Convention* are being chaired by Georgia Therrien, a member of the Women's Architectural League in Detroit. Georgia and WAL have put together an informative and fun three days of activities for spouses.

Beginning on Wednesday, October 24th, spouses and guests are invited to join the architects on the exhibit floor, followed by a reception and supper at the *Beaubien House*.

On Thursday, October 25th, the Spouse/WAL activity will be a Breakfast and Fashion Show by Gantos, in the Renaissance Club, a private club, in the *St. Clair Room*, 36 stories above ground level in the Renaissance Center overlooking Detroit, the Detroit River and Windsor, Ontario. Models for the Fashion Show will be from the Women's Architectural League. This promises to be an informal and relaxed way to begin the days activities. This event will be from 10 AM until 12 Noon. The cost is \$10.

Thursday afternoon there will be a private tour of the *Hiram Walker Distillery*. Car pools will depart from the hotel lobby at 1:30 PM for Windsor, Ontario. Please have border ID available for Customs. The tour will return to Detroit at 3:45 PM, in time for everyone to prepare for the *Host Chapter Party*. The cost is \$3.

A *Meadow Brook Tour & Luncheon* are planned for Friday, October 26th, with group transportation departing the hotel lobby at 9:30 AM to arrive at Meadow Brook, in Rochester, at 10:30 AM. Following the tour and luncheon (Advance reservations are a must for this event), the group will tour the Affleck House, designed by Frank Lloyd Wright, owned and maintained by Lawrence Institute of Technology. The last stop will be "The Restaurants on Main Street" in the Tel-Twelve Mall for a quick pick-me-up, then back to Renaissance Center for the *MSA President's Reception and Honor Awards Banquet*. Cost for the day's activities is \$17.50.

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## Exhibitors for 69th Annual MSA Convention

Acorn Building Components  
Advance Drainage Systems  
Airtec Corporation  
American Olean Tile Company  
American Standard  
Andersen Corporation  
Aquarius Industries, Inc.  
Automated Entrance System  
Bath, Design Center The  
Beaver Distributors  
Bogart & Associates  
Bomanite of Michigan  
Borin Builders Supply  
Carson Business Interiors  
Casper Systems  
Celotex Corporation  
Cold Spring Granite  
Construction Assoc. of Michigan  
Conwed Corporation  
Detroit Edison  
Detroit Elevator  
Detroit Terrazzo Contractors Assn.  
Dow Chemical  
DuPont, De Nemours, E.I.

Duro-Last Roofing Inc.  
Engineering Reproductions  
Farnell Equipment Company  
Federal APD/Federal Signal Corp.  
Ford Glass Division  
Garland Company  
Genesee Ceramic Tile Distributors, Inc.  
Glass Block Sales  
Global Computers  
Hauserman, Sunar Inc.  
Holmes Associates  
In-Sink-Erator Manufacturing  
Johnson, Phil Corp.  
Kelly Energy Systems  
Koppers  
Lincoln Tile & Supply  
Markon Group - Expanded Plastics  
Marne Industries/Sto-Ex Inc.  
Marvin Windows  
Mecho Shade Corp.  
Mercury Paint Company  
Michigan Consolidated Gas Company  
Oldenkamp Company  
A E Management Services

Otis Elevator Company/United Technologies  
Overhead Door Corporation  
Pella Window & Door Company  
Pioneer Plastic  
Plumbing & Heating Industry of Detroit  
Polydrain  
Professional Computer Systems  
Professional Underwriters  
Quigley Sales & Marketing Associates  
Runtal Radiators  
Stanley Door Systems  
Supersine Company  
Tech Lighting, Inc.  
Technical Industries, Inc.  
Tectum - Products for Architecture  
Thoro System Products  
United Glazed Products  
U.S. Computer Corporation  
Vande Hey Raleigh Architectural  
Roof Tile  
Vet-O-Vitz Masonry  
Wilsonart

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## MSA Convention Committee

Carl Pirscher, FAIA, *Co-Chairman*  
James Pfaendtnr, AIA, *Co-Chairman*  
James Graham, AIA, *Exhibits*  
Steve Farkas, AIA, *Exhibits*  
Marc Therrien, AIA, *Exhibits*  
Roy Albert, AIA, *Exhibits*  
Gene DiLaura, FAIA, *Exhibit Rally*  
Dennis King, AIA, *Detroit Chapter President*  
Gloria Harcourt, *Graphics*  
Lisa Monahan, *Graphics*  
Jim Meredith, AIA, *Program*  
David Novick, AIA, *MRAIC, Program*  
Mike Mosley, AIA, *Students*

Charles Blessing, FAIA, *Students*  
Elmer Johnson, *Public Relations*  
Michael Tomasik, AIA, *Signage*  
Georgia Therrien, WAL *Representative*  
James & Aileen Pfaendtnr, *Host Chapter Party*  
Kriss Hilborn, *Beaver Distributors*  
Robert Raisch, *Supersine Company*  
Robert Greager, AIA, *MSA Vice-President*  
Rae Dumke, *Executive Director - MSA*  
Cathy Brooks & Ruth Malcolm, *Registration*

Dick W. Slocum, AIA, *MSA President*  
Richard Glissman, AIA, *MSA Secretary*  
Thomas Kane, AIA, *MSA Treasurer*  
Roger Margerum, AIA, *MSA Past President*  
Almon Durkee, FAIA, *MSA Regional Director*

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## Hotel Accommodation

The *Westin Hotel*, Renaissance Center, Detroit, is the site of the **MSA 69th Annual Convention** to be held October 24-26, 1984.

Reservations may be made directly with the *Westin Hotel* prior to October 9, 1984. Price for a single room is \$58.00; double room for two is \$65.00; send your deposit, which is the first nights lodging, to the Renaissance Dept., The *Westin Hotel*, Renaissance Center, Detroit, MI. 48243, 313-568-8200. Please state you are with the MSA to obtain this rate, or call MSA Headquarters for a reservation card.

Daily Parking at Renaissance Center is available at a reduced fee in Lot B, enter at Beaubien St. Parking validations may be picked up at the MSA Registration Desk during exhibit hours.

# "NEGOTIATING BETTER COMPENSATION" WORKSHOP

On Saturday, October 27th

## THE FORMAT

Following identification of specific participant concerns and questions, you'll move directly to the first issue:

- **The Negotiating Climate**

You'll experience the kind of climate that's needed to produce a winning result . . . and how to achieve that climate. Then, your

- **First Negotiation**

You'll start with a situation in which your costs have been predetermined. Your sole focus will be achievement of a best price. You'll witness a range of results — and see how clients react to different approaches. Next . . .

- **Principles of Negotiation**

You'll learn, through lecturettes with examples and demonstration, a series of powerful tactics — how to use them — and when to use which. Scenarios are keyed to situations you've experienced, such as:

- "The Carrot," "the bigger pie," "The freebee," "It'll never happen," "It's not over til the fat lady sings," "Controlled anger," "Tire kickers," "If it's such a good deal . . .," "You can't go home again," "The crier," "What's overhead?"

Then . . .

- **Negotiation Skill Development**

During a working lunch, you'll prepare costs and strategy for a series of afternoon negotiations.

In some sessions, you'll apply new techniques and experience the results. In other, you'll function as the client; you can try the worst that's been done to you, and see how the professional responds now.

Following each round of negotiations, results will be compared, and observations shared. Finally . . .

- **Action Planning**

Using your new skills and observations, you'll develop plans for implementing the techniques that work best for you, in your firm's environment.

## SPECIAL WORKSHOP FEATURES

You'll be part of a small group, personalized experience tailored to your questions and concerns. In fact, maximum attendance is only 40 people.

- You'll learn these negotiating techniques as you apply them in actual professional/client situations. In fact, through a series of working sessions, you'll develop:
  - Heightened awareness of the processes at play during a negotiation;
  - Personal skills that will bring you better fees;
  - Confidence to actually use the techniques; and
  - Stronger client relationships, as a result of a better negotiating process.

## WHO SHOULD ATTEND?

This training program is specifically oriented to the selling of professional services . . . architects, consulting engineers, landscape architects, interior designers, and graphic designers. You should attend if you are a:

- Principal who does the negotiating
- Principal who oversees the firm's negotiations efforts.
- Principal who needs to understand negotiating as one of the vital operations of the firm.
- Person with major or full time financial management responsibility
- Project Manager.

This session will be conducted by Jim Pines.

# MSA CONVENTION/DETROIT REGISTRATION FORM

## October 24-26, 1984

**REGISTRATION FEE** — Members of the following organizations are included in the membership category:

AIA, MSA, ASID, IBD, PSMA, ASLA, MSPE, CEC, CSI, MSRLS, MSPO

FEES	MEMBER	NON-MEMBER	TOTAL
AIA MEMBERS, REGISTERED DESIGN PROFESSIONALS AND NON-REGISTERED PROFESSIONALS .....	\$60.00	\$85.00	\$ _____
REGISTRATION AT THE CONVENTION .....	\$70.00	\$95.00	\$ _____
SPOUSE (Seminars and Exhibits) .....		NO CHARGE	
STUDENT (Seminars and Exhibits) .....	\$ 3.00		

Package fee includes seminars on Wed., Thurs. and Fri., Groundbreaker and Beaubien House Reception/Supper (for two), Thursday Exhibitors Luncheon, and Friday Exhibitors Breakfast and Governors Luncheon (for one).

Wednesday .....	\$10.00	\$ _____
Registration at Convention .....	\$15.00	\$ _____
Thursday .....	\$30.00	\$ _____
Registration at Convention .....	\$35.00	\$ _____
Friday .....	\$30.00	\$ _____
Registration at Convention .....	\$35.00	\$ _____

One-day fee includes Wednesday — Seminars, Groundbreaker and Beaubien House Reception/Supper; Thursday — Seminars and Exhibitors Luncheon; Friday — Seminars, Exhibitors Breakfast and Luncheon with the Governor.

MSA Fellows Luncheon, 12:00 Noon .....	\$16.00	\$ _____
Dow Alumni Luncheon, 12:00 Noon .....	\$16.00	\$ _____
MSA Business Meeting — Continental Breakfast, 8:00 A.M. ....	NO CHARGE TO MEMBERS	
Spouse/WAL Breakfast — Fashion Show, 10:00 A.M. ....	\$10.00	\$ _____
Exhibitors Buffet — Luncheon — <b>Extra tickets only</b> , 12:00 Noon .....	\$10.00	\$ _____
Spouse/WAL Hiram Walker Distillery Tour .....	\$ 3.00	\$ _____
Host Chapter Party — Art Gallery Reception and Windsor Raceway Buffet, 5:30 P.M. ....	\$30.00	\$ _____
Exhibitors Breakfast, <b>Extra tickets only</b> , 8:00 A.M. ....	\$ 7.00	\$ _____
Spouse/WAL Meadow Brook Tour and Luncheon, 9:30 A.M. ....	\$17.50	\$ _____
Governor's Luncheon — <b>Extra tickets only</b> , 12:00 Noon .....	\$15.00	\$ _____
President's Reception and MSA Honor Awards Banquet, 7:00 P.M. ....	\$28.00	\$ _____

**SATURDAY** — Jim Pines, Continuing Education Seminar,  
"Negotiating Better Compensation," 8:00 A.M. .... \$65.00 \$ \_\_\_\_\_

NOTE: Your tickets to special program events will be waiting for you upon arrival at the Registration Desk.  
NO CANCELLATIONS OR REFUNDS AFTER TUESDAY, OCTOBER 16, 1984.

Payment may be made by VISA or MASTERCARGE. Please give us your account number and expiration date.

VISA ☐ MASTERCARGE ☐ Account No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

MAIL THIS FORM AND CHECK TO: Convention 1984 Michigan Society of Architects, 553 East Jefferson, Detroit, Michigan 48226

Name \_\_\_\_\_

Spouse Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone Number \_\_\_\_\_ Chapter \_\_\_\_\_

Enclosed is my check number \_\_\_\_\_ in the amount of \$ \_\_\_\_\_

Please check: AIA member ☐ Prof. Affil. ☐ Associate ☐ WAL member ☐ Student ☐ Exhibitor ☐

Other ☐ \_\_\_\_\_

## FORUM '84: EXPANDING HORIZONS IN ARCHITECTURE

Forum '84 is sponsored by The Association of Student Chapters/AIA (ASC/AIA) over Thanksgiving holiday at the University of Michigan. The object of Forum '84 is for students and professionals to share their concerns of education and professional development together in a casual atmosphere.

The various workshops, discussion seminars, lectures, tours and design charrettes will assess the responsibility of the architect in society. Discussion will focus on how we can positively shape the future of architecture and its role in our culture. The dates are November 20-24, 1984 on the UM campus.

Technique workshops and discussion seminars will be led by speakers such as Daniel Davis (HOK), Richard Saul Wurman, Prof. Robert Guttman (Princeton), Thomas D. Wolternink (Herman-Miller), Ron Drucker (President, Drucker Co.), Michael Doyle, Peter Allen (Peter Allen & Assoc.), Richard Frank (PUDI), Robert Greenberg (Ryerson, R.I.), Frank Becker (Cornell), Louis A. Rossetti (President R/A), Prof. Charles Moore, Prof. Gunnar Birkerts (UM), and Nicholas Negroponti (MIT).



## BOARD OF ARCHITECTS

The Board of Architects, Dept. of Licensing & Regulation, State of Michigan, will meet in regular session at 611 West Ottawa Street, Lansing, on the following dates: October 3 and December 5, 1984, and in 1985 on February 6, April 3, June 5, August 7, October 2 and December 4.

Changes to the above schedule occur and the Board should be contacted for current information (517) 373-3880.

## NEW MEMBERS

The MSA extends a warm welcome to the following new members:

DETROIT CHAPTER: Douglas B. Hamborsky, AIA; Frank A. Ray, AIA; John S. Ritchie, AIA; Michael Soderberg, AIA; and Francis Urbiel, AIA.

Associates—Joanne M. Albert, Frank Carnovale, Beth Casey, Bert Koseck, Jacqueline Bea Weidman O'Brien, Shawn Ann Stevenson, William G. Wiley, and Thomas Zuiderveld.

GRAND VALLEY CHAPTER: Robert Fuller, AIA; Steven H. Hoekzema, AIA; and John K. Martin, AIA.

HURON VALLEY CHAPTER: Dr. Sharon E. Sutton, AIA.

MID-MICHIGAN CHAPTER: Roger L. Donaldson, Associate.

NORTHERN MICHIGAN CHAPTER: Paul B. Fitzsimons, AIA, and Richard F. Wilde, AIA.

## FIRM NEWS

James B. Nachtgall has announced the opening of a new architectural firm, Nachtgall Associates, with offices at River-view Center, 678 Front, N.W., Grand Rapids 49504, (616) 458-1026.

Nancy L. Watson announces the formation of her new firm, A/E Management Services, Inc., specializing in financial and management consulting for professional service firms.

Watson was employed most recently with Dow Howell Gilmore Associates as Marketing Director and previously with William Kessler & Associates as Vice President and Business Manager.

For more information contact Watson at 4439 Napier, Plymouth, MI 48170, (313) 459-1006.

## CLASSIFIEDS

BLOOMFIELD HILLS architectural firm seeking draftsmen, 2 years experience requested. Excellent benefits, opportunity for advancement. Send resume to: Smith + Schurman Associates, Inc., 1625 Woodward Ave., Suite 100, Bloomfield Hills, MI 48013.

☆☆☆

DESIGNER-DRAFTSPERSON for restaurants. Must have background in restaurant kitchen and dining room planning. Experience in mechanical and electrical drawings required. Contact: Martha Binell, Franco Food Equipment, (313) 582-3844. Inquiries held in confidence.

☆☆☆

ANN ARBOR architectural firm seeks draftsman with 3-5 years experience in construction documents. Contact Hobbs + Black Associates, Inc., 206 E. Washington, Ann Arbor, MI 48014, (313) 663-4189.

☆☆☆

TEXAS ARCHITECTURAL firm sees Senior Design Architect with 6-8 years experience and Architect/Land Planner with 4-6 years experience with architectural site planning. Send resume and portfolio to Ralph C. Bender & Associates, Inc., 4815 Fredericksburg, San Antonio, TX 78229, (512) 341-3291.

## GRAPEVINE

LOUIS A. ROSSETTI, President of ROSSETTI ASSOCIATES, chaired a working committee on "Alternative technologies for Urban Infrastructure" for the National Research Council's Advisory Board on the Built Environment and the Urban Land Institute... The August FLINT CHAPTER MEETING featured a time management speaker... CARLETON VARNEY, interior designer for the GRAND HOTEL, will be honored as the 1984 "Dean of Design" at The International Design Market/Chicago... At the same conference, JOHN A. HOLABIRD, JR., FAIA, will be honored as the 1984 "Dean of Architecture"... Free advertising for Kalamazoo firm—"A Chicago man was arrested on a burglary charge after police officers said they spotted him running nude inside a Burr Oak Street architectural firm." The firm was Tower Pinkster Titus Associates... DAVERMAN ASSOCIATES promoted D. TIMOTHY CURREY to Associate Vice President... LOUIS G. REDSTONE, FAIA, whose Livonia based A/E firm will soon celebrate its 50th anniversary, has been featured in the June issue of DETROIT FOCUS QUARTERLY, THE DETROITER and ART REVIEW... HIDETOSHI DOTE, a graduate of Kyoto University, Japan, with a MA in Architectural Design, has joined LOUIS G. REDSTONE ASSOCIATES as an Intern Architect for a year of study... Effective January 1st the NATIONAL CRUSHED STONE ASSOCIATION and the NATIONAL LIMESTONE INSTITUTE will consolidate... Congratulations to the entire MID-SUMMER CONFERENCE COMMITTEE for a successful conference—GRAHAM & DEE DICKENS, NORM & BERTIE

HAMANN, RAY & MARYLOU WILLIAMS, TONY & DIANA CASTLE, ADAM & DOROTHY DeMARTINO, ERNIE HICKSON, JAMES MASON, DICK & JUDY FRY, GENE DiLAURA, ART NELSON, KRISS HILBORN, DICK & JEAN GLISSMAN, BARRY

WOOD, DONALD HOEY, JAMES HACKENBERGER, FRED & JAMIE McGLONE, DICK SLOCUM, ROBERT GREAGER, and THOMAS KANE.

## CALENDAR

### SEPTEMBER

- 11 Grand Valley Chapter/AIA Meeting "Prairie Visions" (FLW) Domino Farms, at the Grand Rapids Art Museum
- 13 Detroit Chapter Board Meeting Beaubien House
- 15 Perspective '84 Beaubien House
- 18 MSA Executive Committee Meeting Beaubien House

- 19 Mid-Michigan Chapter Meeting, Silver Dollar Saloon

### OCTOBER

- 9 Grand Valley Chapter Meeting "Executive Stress," Dr. Scott Reyburn at the Grand Rapids Art Museum
- 11 Detroit Chapter, AIA, Annual Meeting & Election, LIT
- 12 Western Michigan Chapter Meeting, Election of Officers and "Benton Harbor On Target"
- 15 "The Evolution/Revolution of the Design Firm," Herbert A. Hoyles, PE, CMC, PSMA October Meeting

- 24-26 MSA 69th Annual Convention, Westin Hotel, Renaissance Center, Detroit, MI

The Monthly Bulletin is published monthly for the members, as part of the services to the membership provided at the direction of the Board.

All members are encouraged to contribute to the Bulletin by sending news items, reports of committees, etc., to the attention of the Editor, Monthly Bulletin, 553 East Jefferson, Detroit, MI 48226.

## MSA BULLETIN

EXEC. DIR. & EDITOR & ADV. . . . . Rae Dumke  
SECRETARY . . . . . Ruth Malcolm  
BOOKKEEPER . . . . . Cathy Brooks  
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